

Bocconi

IL SETTORE ALBERGHIERO NEI DATI E NELL'ESPERIENZA DEGLI OPERATORI

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Str Ambassador



TRUSTYOU



Global sample

as of Q4 2022



Data from
190 countries



77,000
Hotels



10 million
Rooms

GLOBAL SAMPLE



90%

global hotel inventory



7M

reviews analysed per day

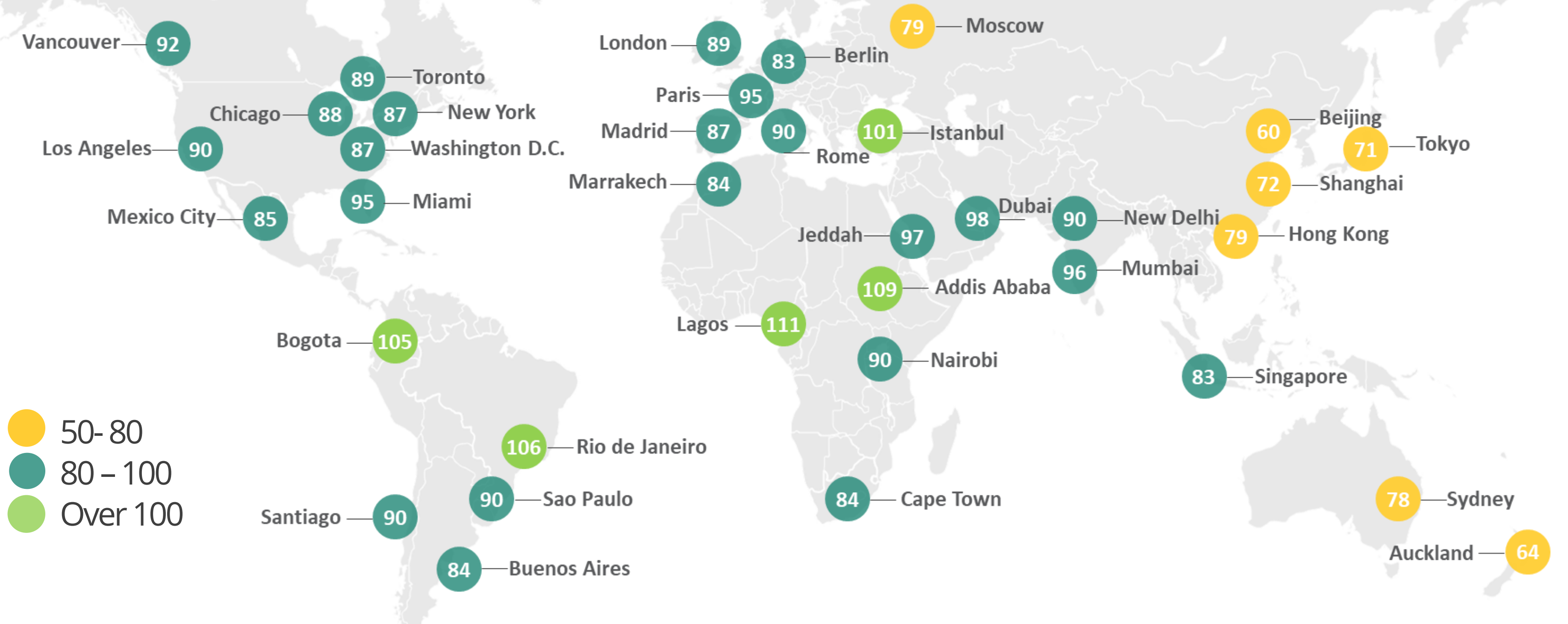
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verified reviews only

Around the world

Occupancy (STD), Full Year 2022, indexed to 2019



- 50-80
- 80-100
- Over 100

Around the world

ADR (Local Currency), Full Year 2022, indexed to 2019

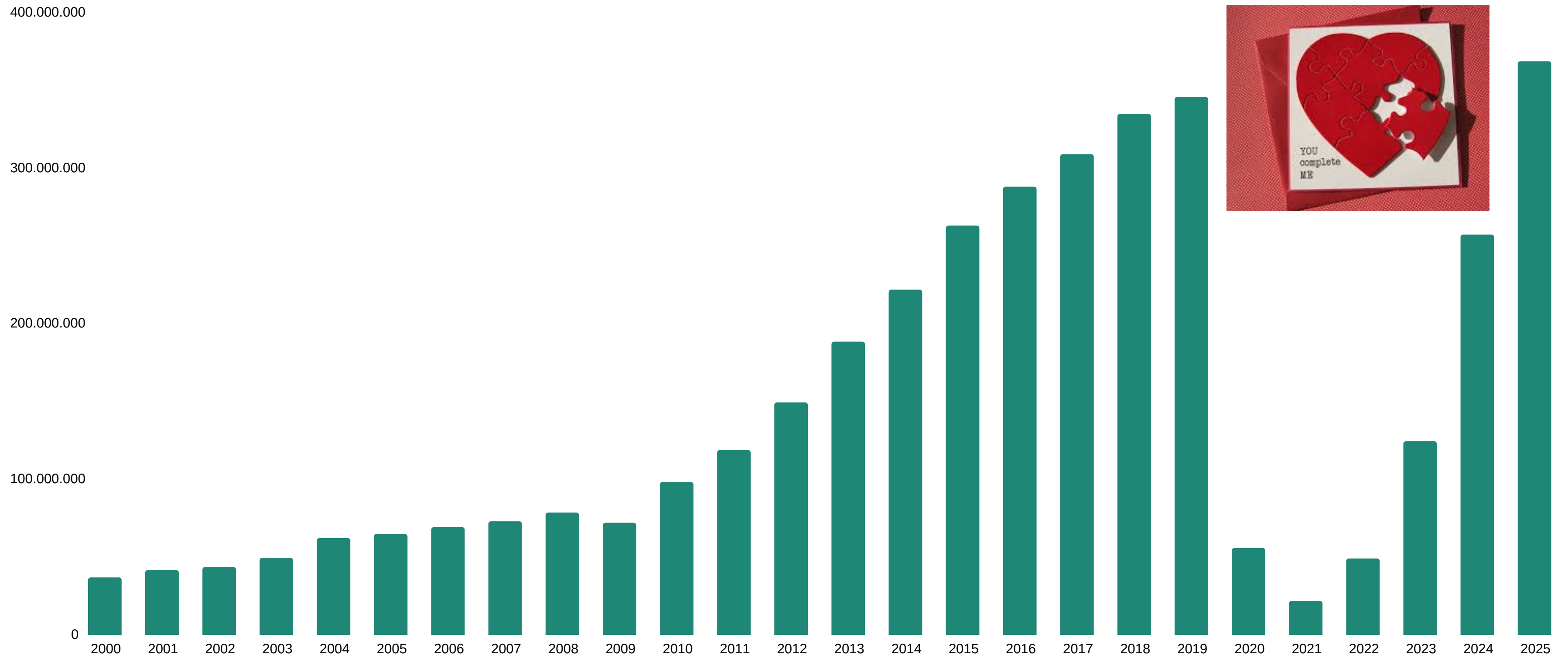


- 50- 80
- 80 – 100
- Over 100

One of the biggest missing pieces of the puzzle is coming back



China outbound overnights, 2000 – 2025F



Leisure driven markets, the clear winner so far...

RevPAR (USD CC) index, H2 2022



Americas

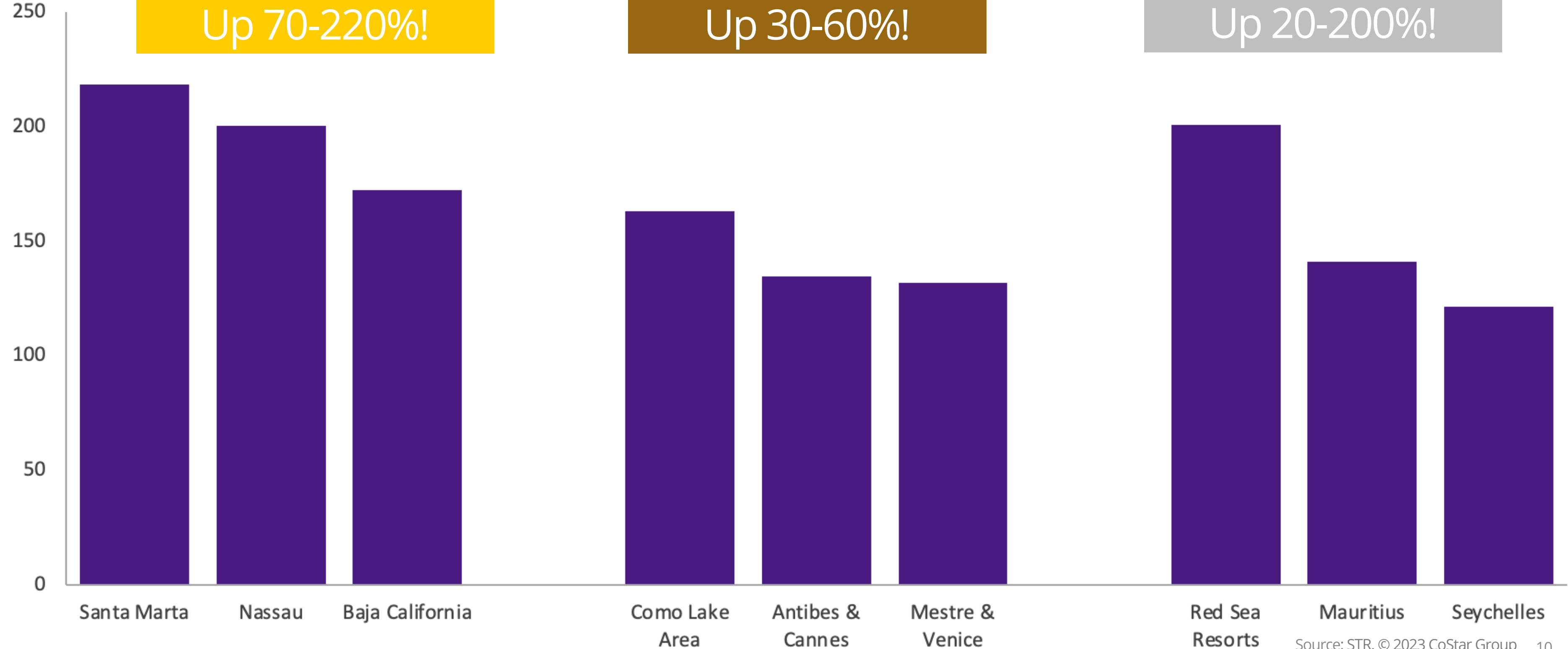
Up 70-220%!

Europe

Up 30-60%!

MEA

Up 20-200%!



Rome among the top performing destination in Europe

RevPAR (USD CC) index, H2 2022



Americas

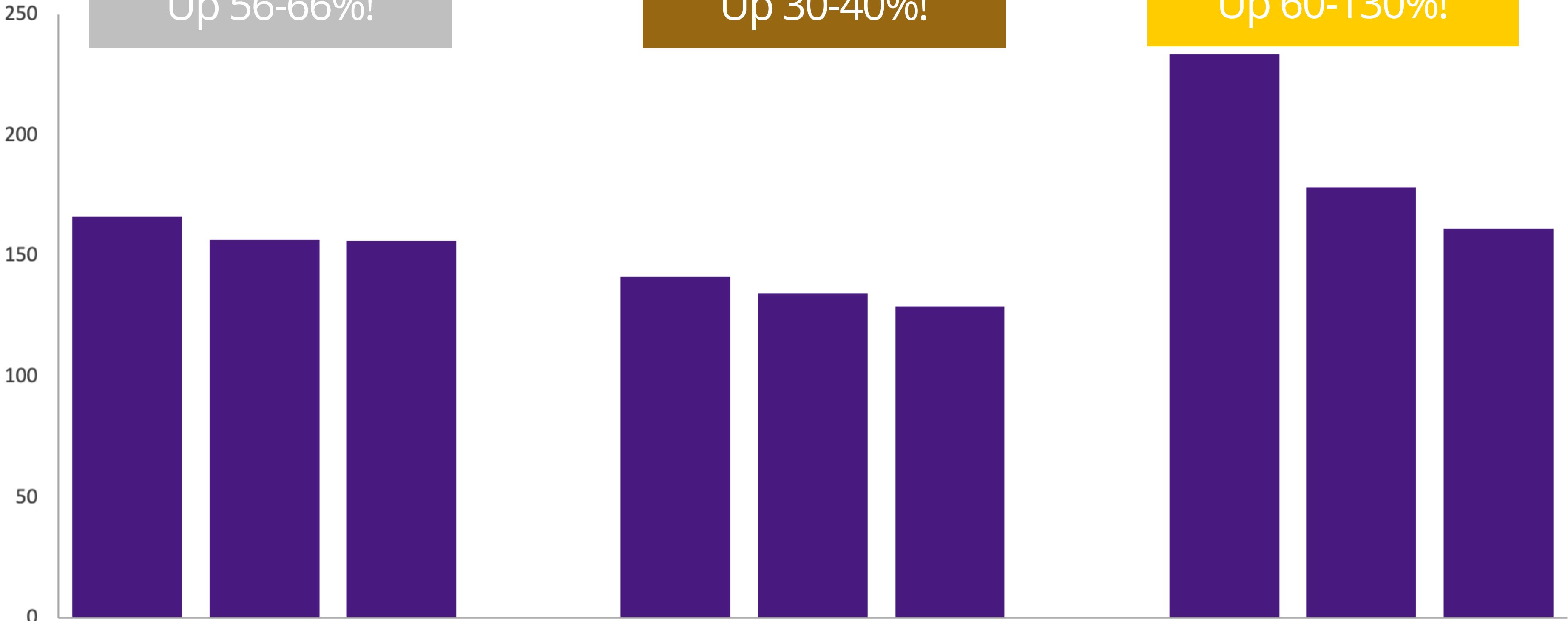
Up 56-66%!

Europe

Up 30-40%!

MEA

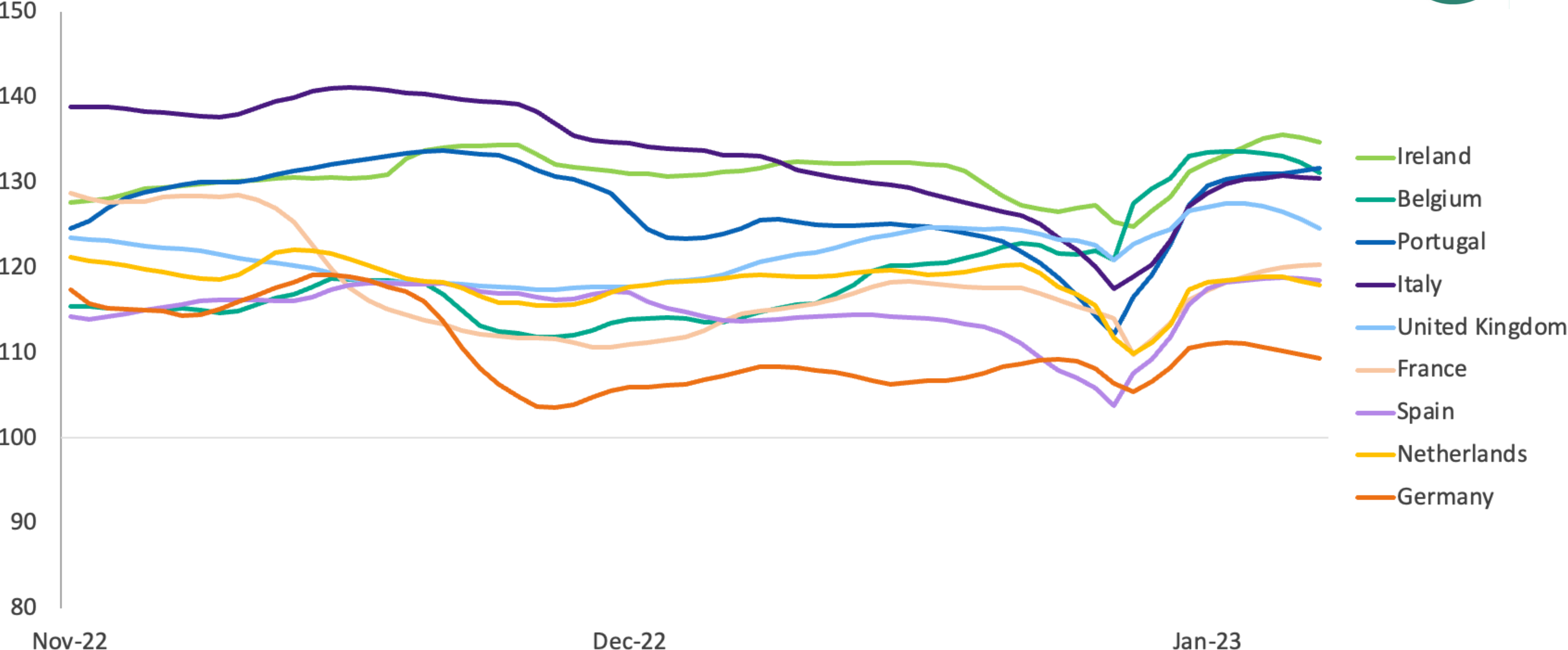
Up 60-130%!



Ireland, Belgium, Portugal, Italy and UK all with ADR 25% > 2019



ADR (Local Currency) indexed to 2019, October 2022 to December 2022

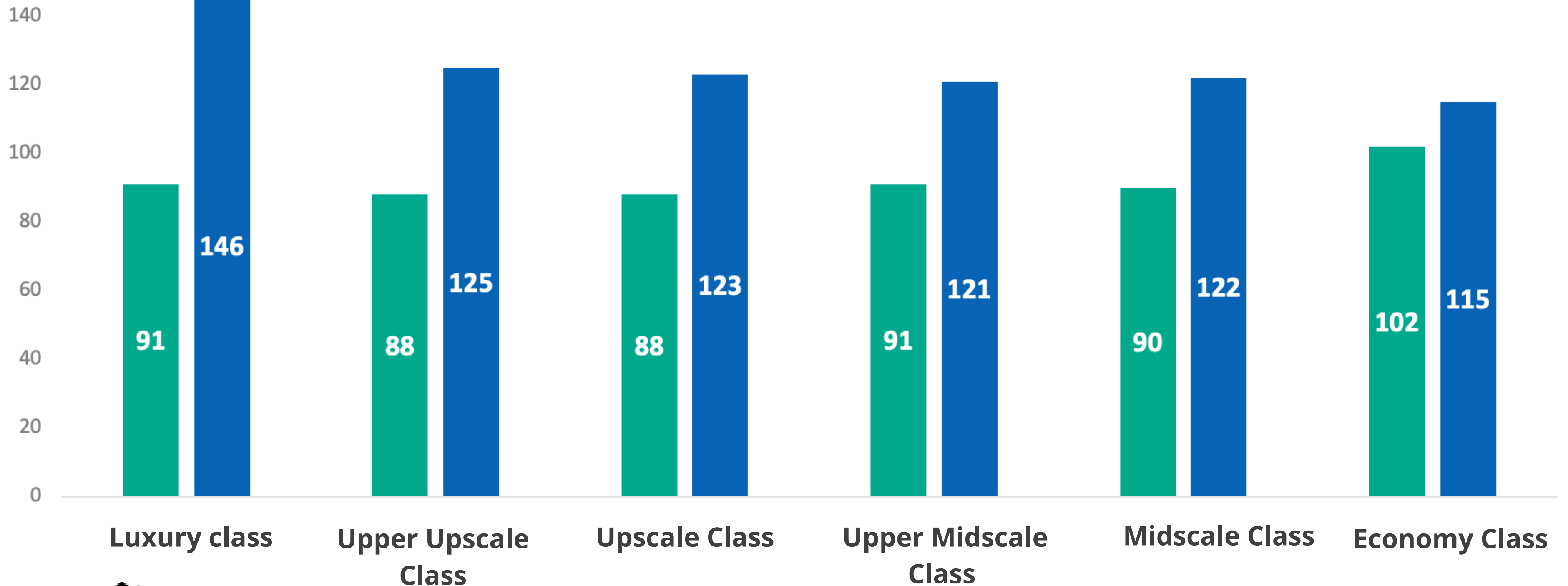


ADRs overperforming while occupancy broke through for Economy



Italy, Occ (STD) and ADR (Euros) indexed to 2019, Full Year 2022

■ Occ index ■ ADR index





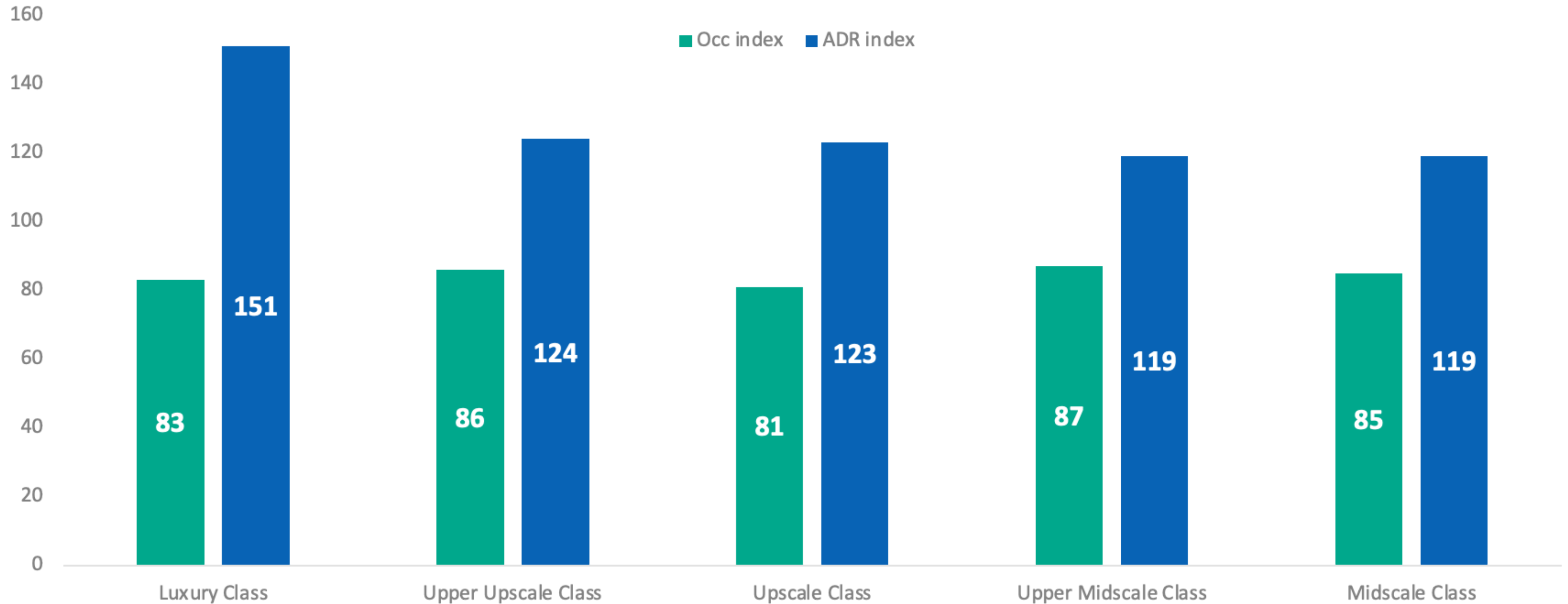
MILAN

167 hotels
22.000 rooms

Indexes by class



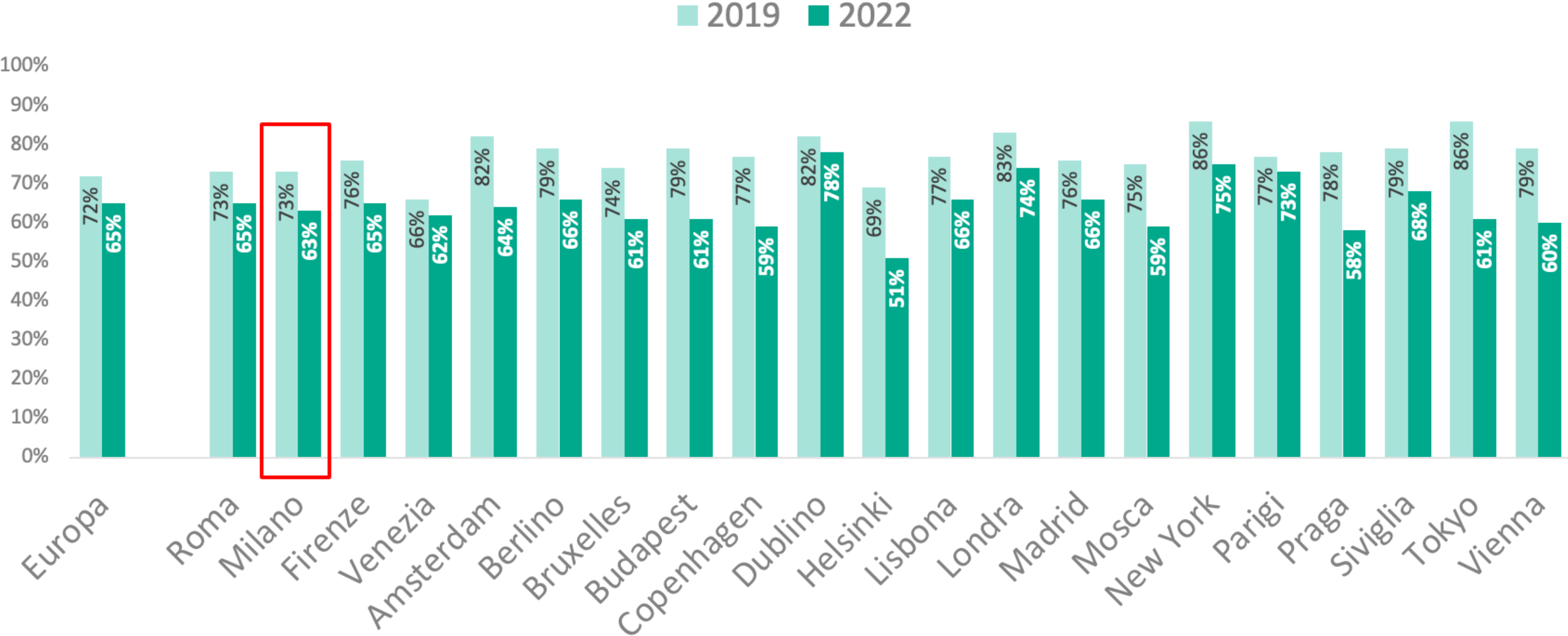
Milan Occ (STD) and ADR (Euros) indexed to 2019, Full Year 2022



Milan



Rooms Occupancy (Std), Full Year 2019 & 2022

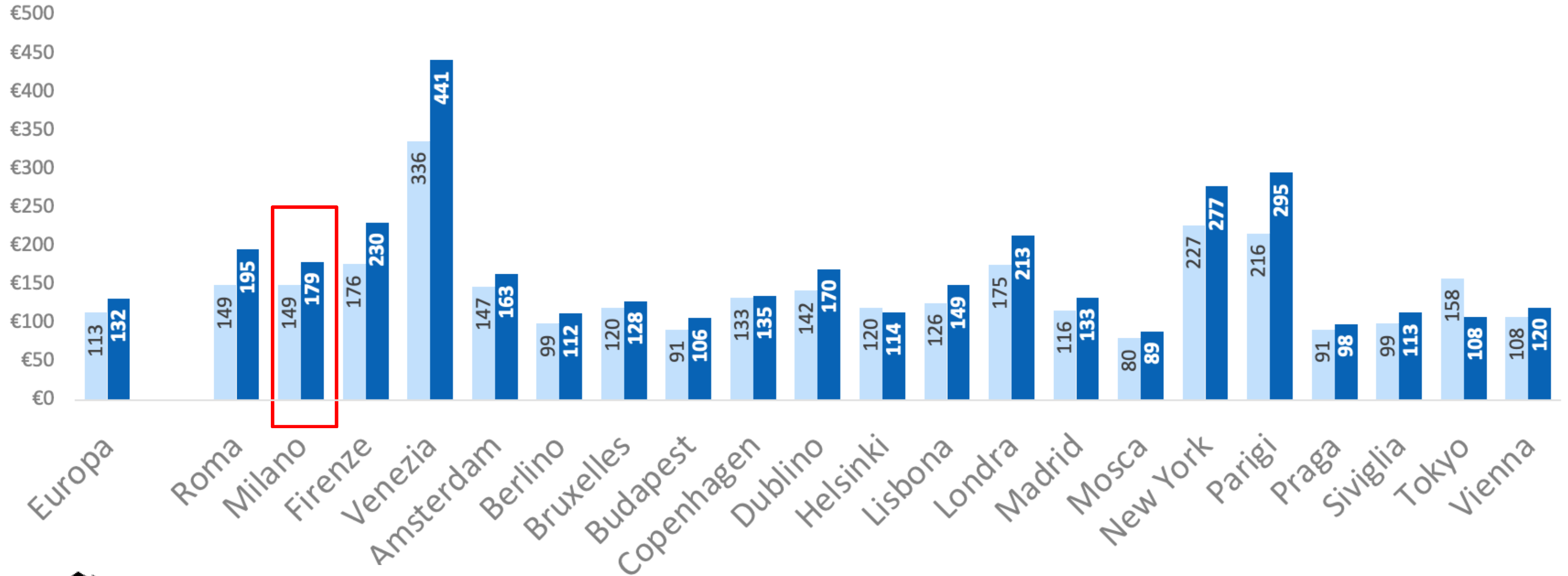


Milan



Rooms ADR (EUR), Full Year 2019 & 2022

2019 2022

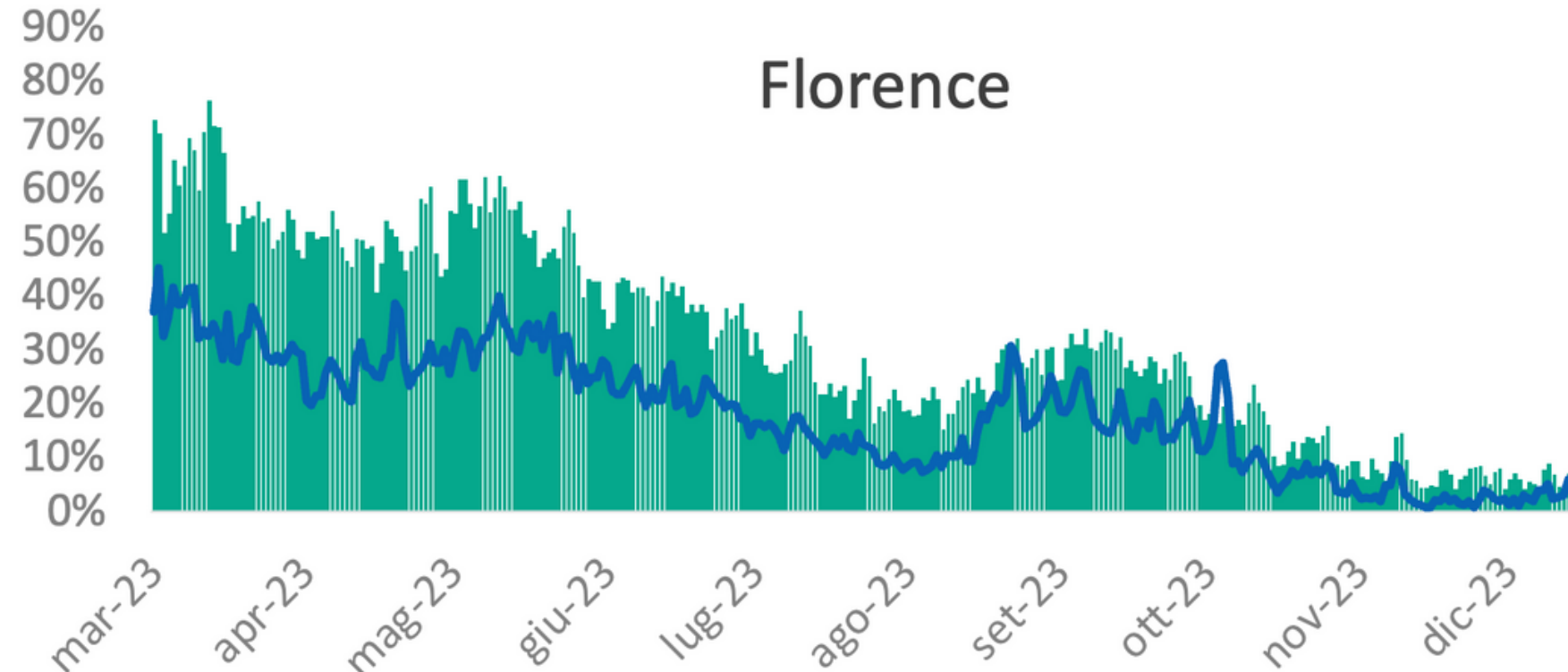
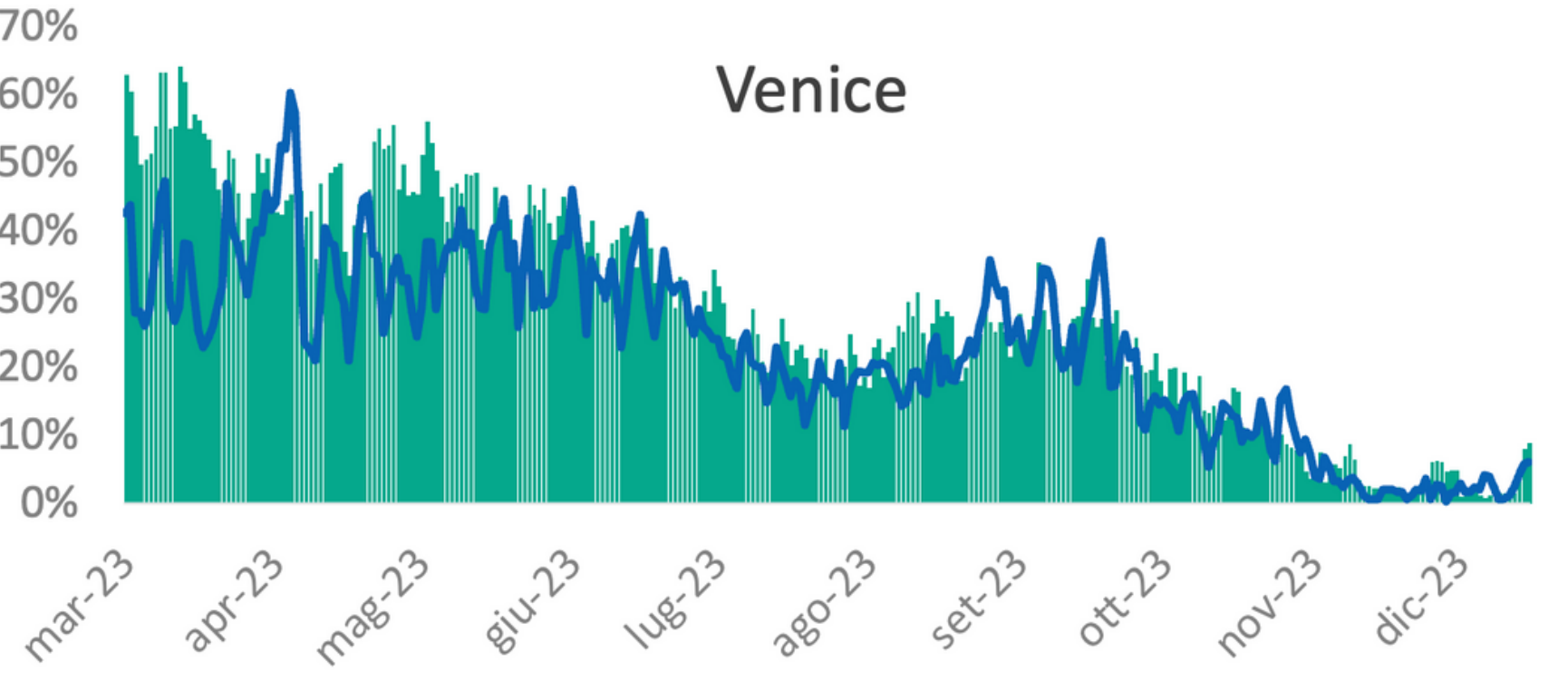
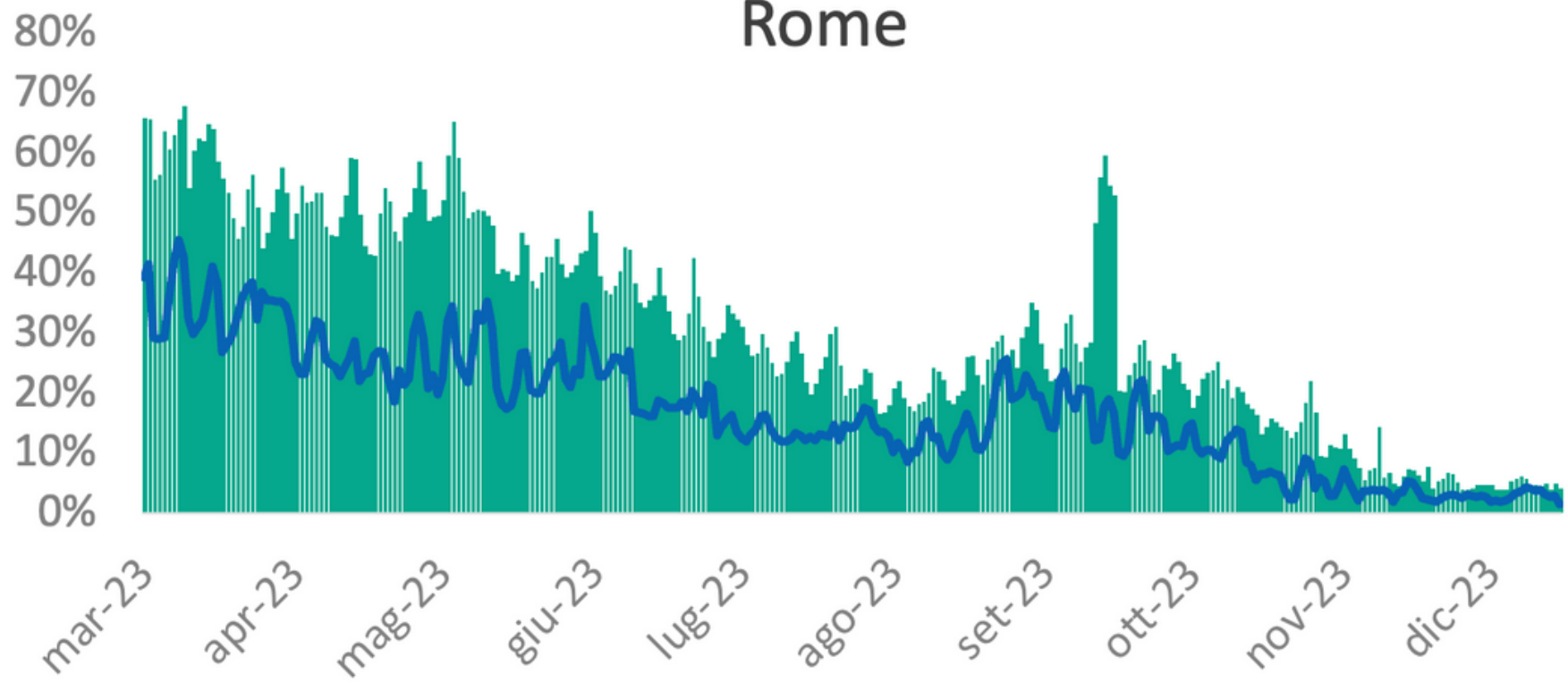
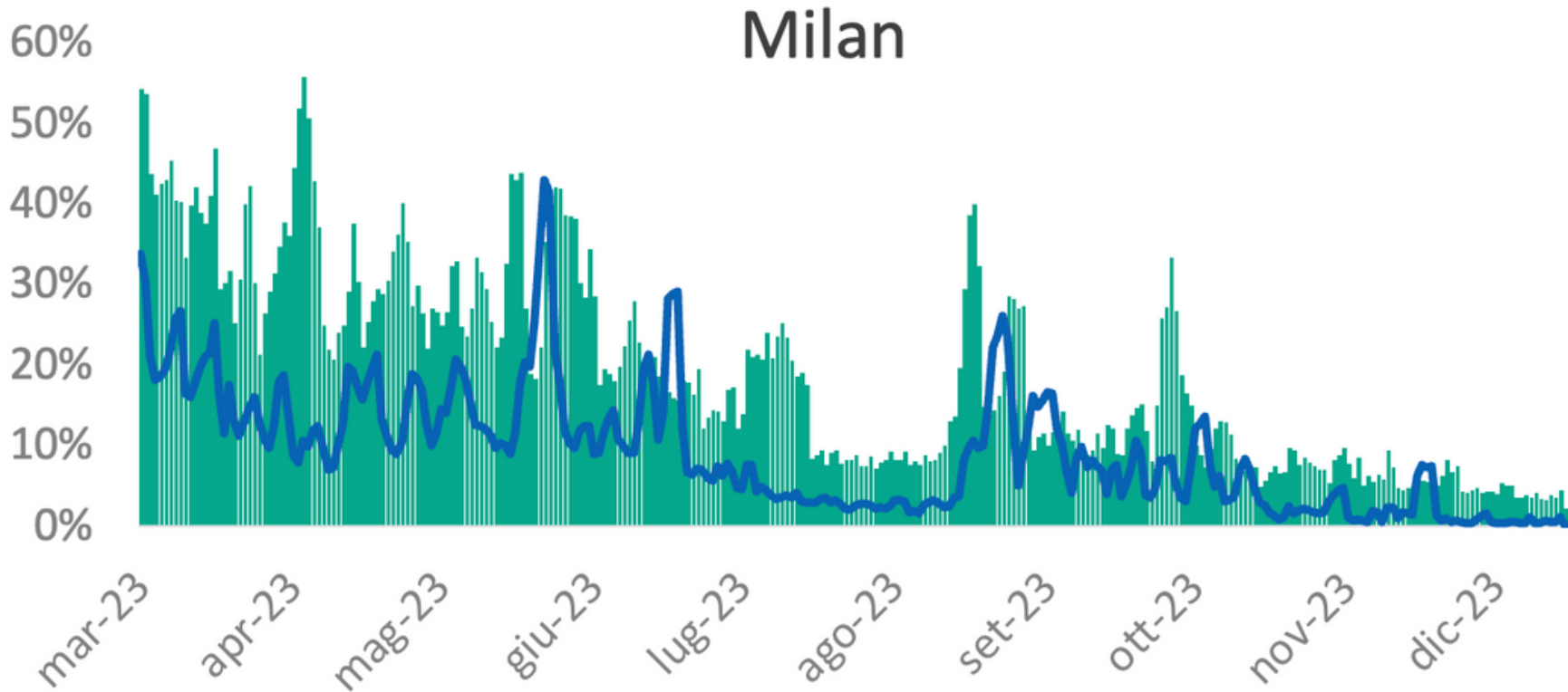


Stronger business on the books than last year





Occupancy on the books TY & STLY for the remainder of 2023, as at 17th of March 2023

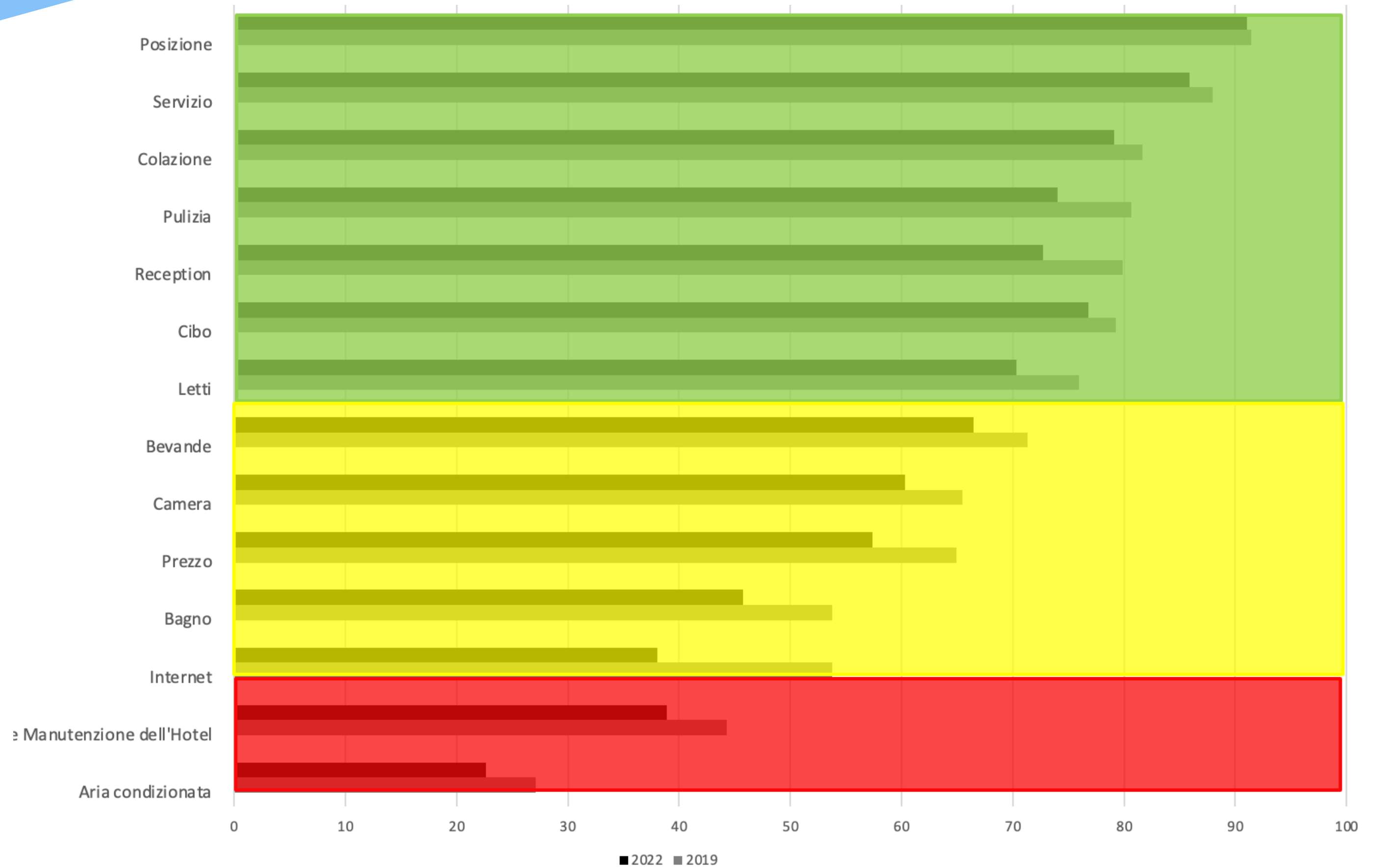


■ This year — STLY



PERFORMANCE 2019 VS 2022

	2019	2022	DIFF
	88,01	86,32	-1,92%
	88,90	85,85	-3,55%
	85,94	83,89	-2,44%
	85,78	83,25	-3,04%





ESG INDEX

**SAMPLE:
800 hotels**



Hotel

MEDIA kWhep/m2

Top 30% kWhep/m2

Top 15% kWhep/m2

25

20

15



Thank you!



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